

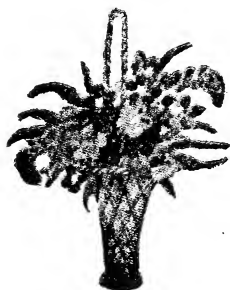
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1927

Spring
and
Summer
Flowers



P. A. Laeser

From the
I X L GARDENS
Sun Prairie, Wisconsin

THE I X L GARDENS

We are pleased to offer you the result of years of effort to produce more beautiful flowers. They were produced as a result of our own love for beauty and because we hope to give pleasure to those who also love beauty.

We are interested in your success. It is easy to picture nice flowers in catalogues, but what you want is to grow them in your own home garden. To help you do this I include, free with every order, a copy of "I X L Flower Guide," a booklet of cultural directions on growing Gladioli, Cannas, Dahlias, Delphiniums, Iris, Peonies, Phlox, Tulips, Sweet Peas, Asters, Pansies, etc., by knowing how to care for your flowers. You are sure to get good results, and we are not satisfied unless you succeed.

PLACE YOUR ORDER EARLY

Some items are limited in quantity and later on we may be out of what you want. Our aim is to give service and quality in every order, and only ask you to give us a chance.

Name and Address

Please use the order sheet enclosed, write or print your name and address very plainly, as a great deal of time and loss is caused by names and addresses being poorly written.

Names of Flower Lovers

When you order, send us the name and address of one or two. We will try to show our appreciation.

Say It With Flowers!

Surround your home with beautiful flowers and there, at the close of day, you will find in your garden rest and refreshment for your soul. In the morning, a renewed inspiration. To your children you will bequeath a more wholesome attitude toward life and an ability to enjoy it. You will attract friends for yourself and help to develop your community.

P. A. LAESER.

GLADIOLUS

	Each	Doz.
ALICE TIPLADY10	1.00
Beautiful large flowers of brilliant orange-saffron.		
ALTON (K)15	1.50
A wonderful ruffled variety of finest orange color. A magnificent new Gladiolus, winner of many awards.		
ALTAIR10	1.00
(Prim.) Extra tall, finest salmon saffron. An entirely new shade and very beautiful. Early.		
ANNA EBERIUS15	1.50
Deep velvety-purple with deeper throat; splendid spike.		
AMERICA04	.40
Very light lavender pink. Usually referred to as an orchid shade.		
ARIZONA05	.50
Fine rose pink, maroon markings, very pretty		
BARON JOS. HULOT08	.75
Deep indigo blue with fine hair lines of gold More nearly purple than any other medium priced variety. Distinct.		
BRIMSTONE05	.50
Light sulphur, large flower; a very fine variety.		
BUTTERFLY10	1.00
Beautiful, pale salmon yellow, ruffled.		
BYRON L. SMITH (K)20	2.00
One of the very best. Most refined lavender pink on white ground.		
CHICAGO WHITE05	.50
White, with lavender stripe in throat.		
CRACKER JACK04	.40
Dark red, throat spotted yellow.		
CRIMSON GLOW10	1.00
Well named. Rich, glowing crimson with a velvety center. Large flowers; early and vigorous. Popular and justly so.		

	Each	Doz.
DR. VAN FLEET (K)20	2.00
A magnificent shade of delicate rose-pink, deeper at edges of all petals. Throat of softest canary yellow or cream tint, beautifully blended.		
E. J. SHAYLOR10	1.00
Tall, very strong plant and large bloom. A beautiful, deep rose-pink. Ruffled. Very early.		
EVELYN KIRTLAND05	.60
Geranium pink, shading to pale pink. Lower petals blotched brilliant scarlet. An unusually beautiful variety. Spike strong and straight.		
FLORA07	.70
Clear, canary yellow. Fine, large blooms on a long head. Early. A very satisfactory yellow.		
GENERAL JOFFRE07	.70
Tall, deep, blood red. A healthy flower.		
GOLDEN KING06	.60
Golden yellow, with crimson blotch.		
GOLDEN GLORY (K)15	1.50
A large, fine ruffled, rich yellow, with a beautiful carmine blotch in the throat.		
GOLDEN MEASURE (KEL)20	2.00
Pure massicot yellow, self color. Tall, straight spikes, flowers are large and well arranged.		
HELEN FRANKLIN06	.60
Early ruffled, white with purple markings.		
HERADA06	.60
Purest lavender mauve, deeper in the throat. Immense blooms of glistening lustre.		
IDA VAN05	.50
Beautiful salmon-red; very rich color.		
INTENSITY15	1.50
Large, scarlet, flaked white in throat.		
JOE COLEMAN (K)15	1.50
Very large and vigorous, rich ruffled red.		
JUMBO08	.75
Beautiful, large rose-pink.		
KUNDERDI GLORY07	.70
Beautiful creamy apricot, with light tint of pink; crimson stripe centering each petal; ruffled.		

P. A. LAESER, SUN PRAIRIE, WISCONSIN.

	Each	Doz.
LILY WHITE06	.60
Pure white, lower petals cream shade; very early.		
LE MARECHAL FOCH06	.60
Very large, light pink, enormous wide open flowers; very early.		
LOVELINESS08	.75
Creamy white and delicately mottled pink. A robust flower, fine stalk and well named.		
LITTLE DAISY10	1.00
Delicate apple blossom pink.		
LOUISE15	1.50
A very popular lavender variety. Wonderful flower, with a light amaranth purple blotch on lower petals.		
MAJESTIC15	1.50
Beautiful orange pink.		
MEADOWVILLE04	.40
A very good white with fine lines of pink on the lower petals.		
MARSHAL FOCH (KUNDERD)15	1.50
Large blooms of a warm shade of salmon-pink, deepening toward the edge of the petals, scarlet blotch in the throat, finely ruffled. Lovely flower.		
MARY FENNEL06	.60
Beautiful, light lavender; very fine.		
MAINE20	2.00
Pure glistening white, without a blemish, except for very faint lavender featherings in throat.		
MASTERPIECE (1921)25	2.50
A magnificent ruffled "American Beauty" rose color. Giant flower and plant. Extremely fine.		
MISS MADISON45	4.50
The new peerless pink gladioli.		
MR. C. P. ALKEMADE15	1.50
Large, pure white flowers, perfectly placed		
MRS. DR. NORTON (K)10	1.00
Beautiful, tall, cream and pink. One of the best gladiolus grown. Fine commercial value.		
MRS. F. C. PETERS (Fischer)30	3.00
Wonderful lavender pink—the color of a catleya orchid and as beautiful. Many blooms open.		

	Each	Doz.
MRS. FRANK PENDLETON (K)05	.50
Shell pink with a large crimson blotch. An old variety but still one of the best.		
MRS. H. E. BOTHIN20	2.00
Flesh pink, tinted salmon; flame scarlet center; heavily ruffled. A mighty pleasing color combination. Flowers are large and correctly spaced on the stem. A beauty.		
MONA LISA15	1.50
Palest soft rose pink; a magnificent almost pure self color; gorgeous.		
MRS. FRANCIS KING04	.40
Large, light scarlet.		
MRS. WATT06	.60
A massive, brilliant wine red.		
MYRA Prim)10	1.00
Deep salmon, over a yellow ground.		
MURIEL15	1.50
One of the loveliest lavender varieties. She just needs the small dark spot in the throat to enhance her beauty.		
NEOGA15	1.50
Large dark garnet red blossoms with a darker throat. Sturdy spikes. The most popular dark red we have ever grown.		
NIAGARA05	.50
Pleasing shade of creamy yellow, frequently flaked and splashed with bright pink. Large flowers on good strong spikes.		
ORANGE GLORY15	1.50
Beautiful orange, massive and very ruffled.		
ORANGE BRILLIANT (Prim)08	.75
Apricot orange; early.		
PEACH ROSE25	2.50
Well named. A beautiful flower of deep rose pink with darker marking in the throat. Wondrously handsome.		
PEACE (Groff)05	.50
White, purple feather in throat. Tall, very strong growing; late.		

P. A. LAESER, SUN PRAIRIE, WISCONSIN.

	Each	Doz.
PANAMA05	.50
Large, handsome flowers of rose pink on strong, stiff spikes.		
PINK WONDER20	2.00
Giant, pale pink; graceful.		
PRESIDENT TAFT05	.50
Fine, late, pink, with red blotch, strong grower.		
PINK LILY20	2.00
One of the finest pink gladioli in existence. The large, intensely ruffled flowers are deep rose pink. Hard to describe, and must be seen to be fully appreciated.		
PRINCEPINE05	.50
A fine, crimson scarlet, white throat.		
PRIDE OF GOSHEN08	.75
Enormous blooms of flesh pink, ruffled petals.		
PRIDE OF LANCASTER15	1.50
Brilliant orange salmon, ruffled.		
PRINCE OF WALES06	.60
Early, beautiful, clear salmon with yellow throat. One of the most beautiful varieties.		
PURPLE GLORY (K)20	2.00
Very tall, strong growing plant, massive, deep, velvety maroon flowers with almost black blotches. One of the best.		
RADIUM15	1.50
A beautiful glad., La France pink, tinted lighter. Scarlet blotch on lower petals.		
RICHARD DIENER (D)30	3.00
Pure geranium pink, with a slight sprinkling of creamy yellow center. Large flaring blossoms. Wonderful coloring.		
ROSE ASH15	1.50
"Ashes of Roses," Pastel bloom, exquisite old rose.		
ROSE GLORY15	1.50
Beautiful shade of rose pink, deeper in throat.		
ROANOKE05	.50
Large, rich, yellow blooms.		
ROUGE TORCH05	.50
Creamy white, with red center.		

	Each	Doz.
SCARLANO (K) Light, bright orange red, fine spike and flower finely ruffled.	.10	1.00
SCARLET PRINCEPS Rich, dazzling scarlet.	.15	1.50
SCHWABEN Large, yellow, red mark in throat, fine flower.	.05	.50
SENTINEL Large, pure, rose pink.	.10	1.00
SUMMER Rich, magenta, light center.	.06	.60
VIOLET GLORY Large, violet color, ruffled.	.15	1.50
WAR Deep, dark red; strong grower.	.05	.50
WINE KING Purple wine.	.05	.50
WILBRINK A Sport of Halley and blooms about the same time; delicate pale pink; somewhat similar to America. A fine florist and cut flower variety.	.06	.60
WHITE GIANT The largest pure white in existence. The plant makes a sturdy growth.	.15	1.50
WHITE WONDER A truly wonderful large, pure white, softly tint- ed pink and entirely without throat markings.	.15	1.50
WHITE GLORY Gorgeous, ruffled white, blue throat.	.15	1.50
WHITE KING Rich, white, splendidly ruffled.	.06	.60
WISCONSIN A lovely, pure white, burgundy stripe on lower petals.	.10	1.00

More Than Money's Worth

"My Glads I bought from you are in full bloom now and they sure are beauts. It is the first time I ever received more than my money's worth. I am more than pleased and thank you very much."

Mrs. L. S., Racine, Wis.

Mixtures

As a rule I do not recommend mixtures because it is a lot more fun to know the kinds you are growing and to keep them separate and to add to your collection from year to year. But if you just want a good assortment for your garden and don't want to bother with separate kinds I can give you the following mixtures and promise they will be satisfactory in every respect.

Special Offer No. 1

A mixture of good standard named varieties, all colors. No trash but first class kinds. If you prefer more of one color than of another or want to leave out a certain color I can suit you as I make up the mixture to order and do not dump in mostly one kind as in many mixtures. Will all give big blooms.

50 nice bulbs—postpaid \$1.00

Special Offer No. 2

A mixture of a large number of choice kinds, many of which are listed at high prices. All colors.

30 nice bulbs—postpaid \$1.00

Special Offer No. 3 -- 16 Bulbs

One each of Crimson Glow, Le Marechal Foch, Flora, Helen Franklin, Lily White, Louise, Mrs. Dr. Norton, Prince of Wales, Schwaben, Mrs. Frank Pendleton, Halley, White Giant, Brimstone, Mrs. Watt, Herada and Mrs. Francis King,

each labeled, \$1.00

Just a Few Letters Taken at Random from a Large Number:

"The people here have gone wild about my flowers, grown from bulbs purchased from you. Please mail me a bunch of your catalogues as they all want to make out an order for some of your bulbs and plants. Mrs. C. N. R., Cincinnati, Ohio.

"Our gladioli, the assortment of 50 bulbs for \$1.00, purchased from you last year bloomed most magnificent, and sure was the talk of the town." F. J. S., Cross Plains, Wis.

IRISES

The beauty of the Iris rivals the Orchid in its delicacy and wide range of coloring. Can be planted in July, August or September; also can be planted very successfully in the spring.

FLORENTINA Large early white.

FLAVESCENS Soft yellow. Early.

FAIRY White, suffused pale blue, with the styles tinted blue lavender.

GERTRUDE Deep violet-blue. Very fragrant.

INGEBORG Pure white, large flowers, the best white.

GYPSY QUEEN Soft lavender blue, vigorous grower.

KOCHII Early, dark blackish purple self.

LOHENGRIN Large self of uniform shade, light cattleya rose.

LORELY A light yellow and purple bicolor, bordered yellow.

MARY GARDEN A plicata blend. White, heavily sanded, light purple.

MAD CHEREAU White frilled with a wide border of clear blue, extra fine.

PALLIDA DALMATICA One of the most beautiful shades of lavender blue.

QUEEN OF MAY Lilac-pink, blended with white; distinct.

RHEIN NIXE White, very large; rich violet purple, narrow white edge.

15 cents each; \$1.50 per dozen.

CAPRICE A Phlox purple self; flaring. Vigorous.

DR. BERNICE Coppery bronze, velvety crimson.

HER MAJESTY Pale rose purple, veined a deeper rosalane purple on the falls. Vigorous.

IRIS KING Old gold; rich crimson bordered with gold.

JUNIATA Clear blue, deeper than Dalmatica. Vigorous.

MONSIGNOR Rich, satiny violet; mauve, heavily veined and centered.

MRS. ALAN GRAY A delicate lavender-pink.

PRINCESS VICTORIA LOUISE Immense sulphur yellow; plum color, shaded primrose.

QUAKER LADY Smoky lavender shaded yellow; ageratum-blue and old gold. Very attractive.

20 cents each; \$2.00 per dozen.

ALCAZAR Large vigorous bi-color, light mauve; F. red-lavender. One of the best in its class.

GLORY OF READING Deep blue; F. royal purple; conspicuous orange beard; large, handsome flower; fragrant.

ISOLINE Lilac-pink; F. purplish old rose. A splendid flower and deliciously scented.

MRS. W. E. FRYER Heliotrope and purple crimson, bordered a lighter shade; white veins from center to base. Orange beard.

PROSPER LAUGIER Midseason; fiery bronze; F. velvety ruby-purple, like a pansy bloom. Hardest and freest blooming sort.

SHERWIN WRIGHT A bright, vigorous, golden yellow self.

WHITE KNIGHT White without markings of any kind. Fragrant.

35 cents each; \$3.50 per dozen.

EDOUARD MICHEL A rosy red self, much like Caprice, but taller and larger. A very handsome variety.

LENT A. WILLIAMSON A large bicolor, erect, lavender violet blended with yellow; F. drooping, velvety pansy-violet. Vigorous; substance exceptional.

OPERA Nearly everyone likes this Iris, and we are glad it can now be sold at a popular price. It is a prolific bloomer, and its color is so bright that it makes itself known wherever it is in bloom. Rich violet and purple.

QUEEN CATERINA A pale, lavender violet self, with yellow beard. A finished Iris.

\$1.00 each; any three for \$2.50.

Special Iris Mixture.

Good assortment of Standard varieties for your garden, all colors, or I can leave out a certain color, and put in more of another to suit you.

10 Irises, not labeled...Postpaid for \$1.00

DELPHINIUMS

Beautiful Perennial Larkspur. One year old plant, your choice, Light or Dark Blue, 25c each; two for 40c

DAHLIAS

No flower is more important in the garden during the late summer and autumn than the Dahlia.

DEE-LIGHTED D. The largest white Dahlia with immense double blooms, 5 to 6 inches across. A surprise for any garden. **30 cts. each.**

MINA BURGLE D. Large brilliant red, a good strong Dahlia, hard to beat. **30 cts each.**

QUEEN MARY D. Rose pink, good stiff stems, very choice and good standard variety..... **30 cts. each.**

QUEEN VICTORIA S. The best standard yellow fine cut flowers, satisfactory size bulbs and blooms. ... **30 cts. each.**

F. L. BASSETT Deep lavender or purple — will grow more blooms than any Dahlia we ever saw **30 cts. each.**

YOUR CHOICE—ANY FOUR—FOR \$1.00

TWO OUTSTANDING DAHLIAS

FRAU G. SCHIEF A beautiful blending of apricot, orange and yellow, reverse of petals coral red.

Early and good bloomer. **Price, \$1.00**

MILLIONAIRE A giant lavender shading to white at the center. One of the largest in existence. **Price, \$1.00**

ONE EACH OF ABOVE DAHLIAS FOR \$1.50

PEONIES

The Peony is one of the hardiest and easiest of plants to grow; can be planted any time from early September until the ground freezes, and also in the early spring.

FELIX CROUSSE—Brilliant red..... **.75 each.**

BARONESS SCHROEDER—Large pure white, with crimson flakes. **.75 each.**

FESTIVA MAXIMA—Large pure white with crimson flakes. **.50 each.**

GRANDIFLORA—Fine, late, pink. **.75 each.**

OFFICINALIS RUBRA—Early, ruby red..... **.75 each.**

EDULIS SUPERBA—Large, early, dark pink... **.50 each.**

MONS J. ELIE—Ideal pink. **.75 each.**

One **FESTIVA MAXIMA**, one **EDULIS SUPERBA** and one your choice of the other varieties, postpaid **\$1.50**

DARWIN TULIPS

The monarch among tulips; stately growth; long sturdy stems; beautiful globular flowers. Plant in fall the same time as Peonies; cannot be planted in spring.

	Ea.	Doz.
BARTIGON —Fiery red07	.75
BARON DE LA TONNAYE —Bright rose.....	.06	.70
CLARA BUTT —Salmon pink06	.70
FARNCOMBE SANDERS —Rose scarlet.....	.06	.70
INGLESCOMBE —Yellow06	.70
GLOW —Scarlet vermillion07	.75
PRIDE OF HAARLEM —Glossy pink.....	.06	.70
REV. EWBANK —Lilac mauve.....	.06	.70
ZULU —Velvety purple06	.70

SPECIAL OFFERS

Fine popular varieties and colors mixed.

24 GIANT DARWIN TULIPS, LATE, POSTPAID ..	\$1.00
20 SINGLE TULIPS, EARLY, POSTPAID,	1.00
20 DOUBLE TULIPS, EARLY, POSTPAID.....	1.00
24 COTTAGE TULIPS, LATE, POSTPAID	\$1.00

CANNAS

FOUR OF THE VERY BEST

MRS. ALFRED CONARD —Flowers salmon pink	20 cts.
PRESIDENT —Grand red	20 cts.
KING HUMBERT —Massive orange	15 cts.
YELLOW KING HUMBERT —Orchid-flowered ..	20 cts.
One each of the above four Cannas, postpaid for 60 cents.	

AQUILEGIA (Columbine)

35 cents each, 2 for 60 cents.

The Columbine is one of the most beautiful hardy perennials producing graceful spurred flowers on 2-foot stems. They are much prized for cut flower purposes, making dainty decorations. Our Long-Spurred mixed are selected from the very best kinds, the colors vary considerably, but all are choice, free in habit are splendid for cutting.

HARDY PHLOX

Perennial Phlox succeed in almost any soil.

BRIDESMAID—Pure white with large crimson eye.

LA VAGUE—Pure mauve with aniline red eye.

MISS LINGARD—Best Phlox in cultivation, immense white.

RHINELANDER—Beautiful salmon pink.

R. P. STRUTHERS—A rich, red, & admired by all.

RYNSTROOM—A lively rose pink.

25 cents each, two for 45 cents, 5 for \$1.00

HYDRANGEA

(Hills of Snow) A beautiful shrub,

2 and 3 years old, each..... .60c

AMARYLLIS

JOHNSONI—An elegant pot plant, with crimson flowers 5 inches in diameter, each petal striped with white. Flower stalks 2 feet high, with clusters of 3 to 5 blooms.

50 cents Each.

I X L MIXTURE OF ASTERS

This is a mixture of the most beautiful, striking and distinct colors of all the asters. Selected varieties.

10 cents per package.

I X L MIXTURE OF GIANT PANSIES

Made up from separate colors and strains and will furnish a large variety of colors.

10 cents per package.

I X L SWEET PEAS

I X L Mixture, early flowering, Spencer Sweet Peas, in beautiful colors.

10 cents per package.

SALVIA, Bonfire or Scarlet Sage,10 cents per package

TERMS AND PRICES

Like all other growers of seeds and bulbs our terms are cash with order, or if order is not to go out until Spring, a deposit of one-fourth the amount of order can come with the order, and the balance when order goes forward in Spring. This will insure your order being reserved, and handled in the best possible manner.

All prices as quoted are postpaid to Fourth Zone only. On all orders to Fifth Zone, add 5%; Sixth Zone, 10%, and Seventh and Eighth Zones, 15%, to the amount of order. 6 bulbs at dozen rate.

PREMIUMS

We always enclose a gift, if it be only a single bulb of a single variety ordered. As we fill orders for any amount you can readily see that this policy sometimes makes us lose money on small orders. If you have but twenty-five cents to spend we will fill your order, although we cannot make a profit on an order for less than \$1.00. On an order amounting to \$1.00 or more I will give, free, three beautiful bearded Iris, six Iris with an order from \$2.00 to \$3.00, and all orders of \$3.00 or more will receive, Free, Ten beautiful Iris.

BETTER HOMES AND GARDENS

A beautiful monthly magazine on growing flowers, beautiful homes, gardening, cooking, etc., \$1.00 for 2 years. Send me your subscription and get the three beautiful tall bearded Iris, or your choice of something else of equal value, Free, postpaid.

CAUTION!

When you receive your bulbs, in cold or freezing weather, leave the package in some cool place a day. Then open and spread out in the cellar where they will not freeze. If allowed to remain in the package they might mildew or mould.

A Beautiful Garden

Nature's Grandest Gift



Reference: Farmers & Merchants Bank
SUN PRAIRIE WISCONSIN